

What is claimed is:

1. A method of updating one or more target website data content items, comprising:
providing one or more links, each of which associates one or more target content items with one or more original content items;
storing the links in a data storage device;
accessing the links in the storage device, and updating the target data content items according to the links.
2. A method according to claim 1, further including updating the target data content items at predetermined intervals.
3. A method according to claim 1, further including updating the target data content items upon demand.
4. A method according to claim 1, wherein updating the target data content further includes initiating workflow to update the target data content.
5. A method according to claim 1, further including a source data item, wherein a first link associates the target content item with the source data item, and a second link associates the source data item with the original data item.
6. A method according to claim 1, further including one or more buffer data content items, wherein each link specifies zero or more buffer data content items to be used while updating the target data content items, and at least one link specifies at least one buffer data content item.
7. A method according to claim 4, further including one or more buffer data content items,

wherein each link specifies zero or more buffer data content items to be used in the workflow to update the target data content items, and at least one link specifies at least one buffer data content item.

8. A method according to claim 1, wherein the links include copy links and translation links.
9. A method according to claim 1, wherein one or more of the links inherit properties from others of the links.
10. A method according to claim 1, wherein the links support selective modification of the original data content items, so as to produce a corresponding target data content item for each of the original data content items
11. A method according to claim 1, wherein the links operate on top of an abstraction layer that interfaces to a data store having arbitrary characteristics.
- 12.. A method according to claim 1, wherein the target data items are arranged in at least two groups, and each of the links associates a group of target data items with a corresponding group of original data items, such that all data content items within a group of target data items are updated according to the associated link.
13. A system for updating one or more target website data content items, comprising:
one or more links, each of which associates one or more of the target content items with one or more original data content items;
a data storage device for storing the links;
a processor for accessing the links in the storage, and updating the target data content items according to the links.

14. A system according to claim 13, wherein the data storage device stores the links at a set of predetermined intervals.

15. A system according to claim 13, wherein the data storage device stores the links upon demand.

16. A system according to claim 13, wherein the processor further initiates workflow to update the target data items according to the links.

17. A system according to claim 13, further including a source data item, wherein a first link associates the target content item with the source data item, and a second link associates the source data item with the original data item.

18. A system according to claim 13, wherein the links include copy links and translation links.

19. A system according to claim 13, wherein one or more of the links inherit properties from others of the links.

20. A system according to claim 13, wherein the links support selective modification of the original data content items, so as to produce a corresponding target data content item for each of the original data content items.

21. A system according to claim 13, wherein the links operate on top of an abstraction layer that interfaces to a data store having arbitrary characteristics.

22. A system according to claim 13, wherein the target data items are arranged in at least two groups, and each of the links associates a group of target data items with a corresponding group of original data items, such that all data content items within a particular group of target data items are updated according to the associated link.

23. A system according to claim 13, wherein the data items within the particular group are arranged all at a common level.

24. A system according to claim 13, wherein the data items within the particular group are arranged hierarchically at multiple levels.

25. A system according to claim 13, wherein the processor executes a sequence of program steps that scan data content items and initiate workflow to update the target data items according to the links.